



SIX-SHEET
See other Posters
and Accessories
on Back Cover.

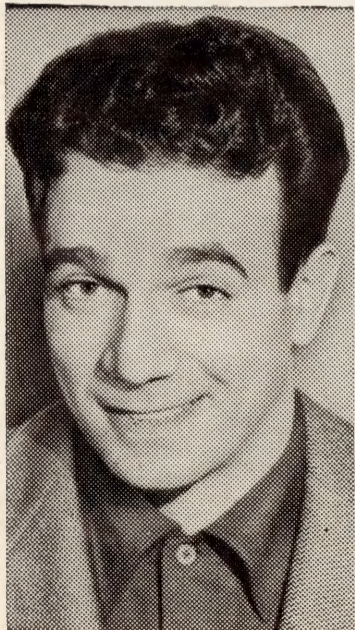


DANE CLARK CAST IN HIT-RUN TALE

Screen tough guy Dane Clark has the toughest acting assignment of his entire motion picture career in his present starring role opposite Geraldine Brooks in Warner Bros.' "Embraceable You," which opens next Friday at the Strand.

Action in one of the scenes calls for Dane to cry real tears. There is no cut in continuity at this particular place to enable a makeup man to apply menthol and produce them automatically in this fashion.

The hit-run tale finally went before the cameras and Dane was not asked to cry until near the end of the shooting schedule. He did it convincingly.



DANE CLARK

Still DC-173 Mat 698-1A

The CAST

Eddie DANE CLARK
Marie GERALDINE BROOKS
Sammy S. Z. Sakall
Harris Wallace Ford
Libby Lina Romay
Dr. Wirth Douglas Kennedy
Sig Kelch Richard Rober
Miss Purdy Mary Stuart
Max Philip Van Zandt
Bernie Rod Rogers

PRODUCTION

Produced by Saul Elkins. Directed by Felix Jacoves. Screen play by Edna Anhalt; from a story by Dietrich V. Hannekin and Aleck Block. Director of Photography, Carl Guthrie, A.S.C. Art Director, Ted Smith. Film Editor, Thomas Reilly. Sound by Stanley Jones. Set decorations by William Wallace. Makeup artist, Perc Westmore. Special effects by Roy Davidson, Director: Edwin Du Par, A.S.C. Music by William Lava. Orchestrations by Charles Maxwell. Assistant director, Les Guthrie. Unit Mgr., Don Page.

The STORY

When Dane Clark, small time crook, drives a getaway car for murderer Richard Rober, he runs down unemployed dancer Geraldine Brooks. Though her injuries are neither visible nor painful, the doctor tells Clark her days are numbered. Detective Wallace Ford suspects Clark and bluffs him into helping the girl. Clark complies, first reluctantly; later, happily, as he and Geraldine fall in love. To escape vengeance-bent Rober, Clark and Ger-

aldine hide out in a secluded suburb. Here she suffers a severe attack, presaging her imminent death. She divines the truth and they decide to marry. On their wedding day, Clark, tracked down by Rober, is saved by Ford. For the sake of the dying girl, Ford nods assent when Clark pleads for permission to proceed with the wedding before making a complete confession.

(Running Time: 80 minutes)

'EMBRACEABLE YOU' DUE AT STRAND

Dane Clark and Geraldine Brooks head a cast of famous stage stars in Warner Bros.' smashing drama, "Embraceable You," which premieres next Friday at the Strand Theatre. This drama of the Big City is one of the swiftest-paced films which has come out of Hollywood in months, and in the newly teamed star-duo it offers unusually engrossing entertainment.

Most of the members of the cast of "Embraceable You" first achieved recognition on the New York stage. Clark under-

studied Wallace Ford in "Of Mice and Men," followed him in the role of George, and later played Baby-Face Martin in "Dead End," as well as leading roles in "Sailor Beware," "Panic," and other important productions. Philip Van Zandt who plays the star's theatrical agent friend in the film, was Clark's roommate back in the "Dead End" days. Van Zandt appeared in "Having Wonderful Time."

Miss Brooks made her professional acting bow impersonating Katherine Hepburn in "Follow

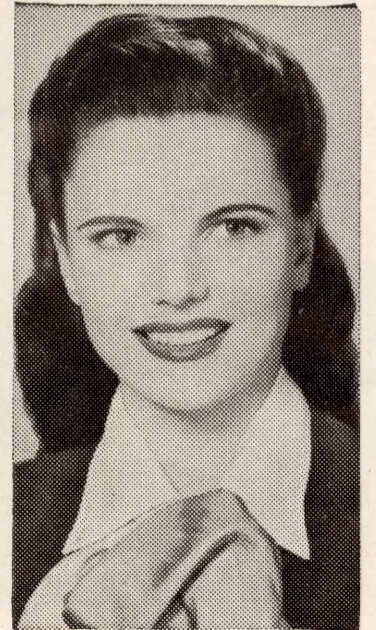
the Girls," then won her acting spurs as Perdita in the Theatre Guild's production of "A Winter's Tale." Oddly, Richard Rober, menace of "Embraceable You" was, in a manner of speaking, Miss Brooks' employee for 1,179 performances he gave as Judd Fry in "Oklahoma." Gerry and her sister are one-fifth owners of the hit musical.

S. Z. Sakall first won recognition on the European stage before coming to Hollywood. Lina Romay, who goes dramatic in "Embraceable You," was singing star with Xavier Cugat.

'GERRY' BROOKS IN FEMME LEAD

Geraldine Brooks fulfills her childhood ambition — to be a dancer—in her current dramatic starring role opposite Dane Clark in Warner Bros.' "Embraceable You," opening Friday at the Strand Theatre. However, it is not the kind of a dancer Gerry had in mind.

Her ambition was of course, to be very good. She is depicted in the film as being very bad. She took instruction from dance director Le Roy Prinz to learn to do a hackneyed tap routine in an inept fashion for her role of a hopeful, but unemployed night club entertainer. Geraldine is actually an expert at both tap and ballet.



GERALDINE BROOKS

Still GB-Pub A-65 Mat 698-1B

EMBRACEABLE YOU



DANE CLARK and GERALDINE BROOKS, the new screen duo who appear in Warner Bros.' dramatic story of a hit-run love, "Embraceable You," coming next Friday to the Strand Theatre.

Still 698-601

Mat 698-2C

S. Z. SAKALL GETS WORKOUT

S. Z. Sakall, featured in Warner Bros.' hard-driving drama, "Embraceable You," coming soon to the Strand Theatre, with Dane Clark and Geraldine Brooks starring, gets a heavy mauling in this film. Rod Rogers and Frederic Barest, play-

ing strong-arm operators, give him the works in the tale. It was a tough scene to enact, especially because "Cuddles," as he is known to his Hollywood friends, is just about the pet of every film in which he works. He suffered no ill effects however.

WARNER BROS. DRAMA



DANE CLARK receives some sound advice from S. Z. Sakall in Warner Bros. swiftly-paced drama of the Big City, "Embraceable You," due next Friday at the Strand Theatre.

Still 698-4

Mat 698-2A

Three Luscious Beauties
Grace 'Embraceable You'

In Warner Bros.' swiftly-paced drama, "Embraceable You," due next Friday at the Strand Theatre, three of the studio's most luscious actresses are assigned. Geraldine Brooks, who shares stellar honors, with Dane Clark in the drama of the Big City, hails from the Broadway stage, starting first in the musical "Follow The Girls," where her impersonations had the front-row boys laughing in the aisles. Graduating from there to the Theatre Guild banner, Miss Brooks forsook the lighter side of the stage for more serious histrionics. She's a vivacious brunette, with a sparkling smile and laughing eyes. And she owns a neat chunk of the smash musical, "Oklahoma" which goes to show she has brains up there too.

Blonde Mary Stuart, another

member of "Embraceable You," is an expert designer on the side. In addition to creating distinctive interiors for her Laurel Canyon home, she also designs her own wardrobe. Mary hops from glamorous night club ladies on the screen, to the more sedate brand of acting.

Lina Romay, the cute little Latin actress, is the third member of the feminine trio in the Warner Bros.' film. She first won recognition as warbler with Xavier Cugat's band. She's an expert linguist, sang most of her songs in Spanish when on the dance band circuit, but now has shelved this talent for a while, so she can show the public that there's a vivid versatility in her personality. All three of these beauties in a single film, promises much in the way of adding authentic appeal.

GLAMOUR



(Column Plant) →

This is Mary Stuart, the girl who built her own house in a Hollywood canyon. She's currently on the Strand screen in "Embraceable You."

Still MS-10 Mat 698-1D

RICHARD ROBER FROM STAGE

Richard Rober, Warner Bros.' newest screen menace, who appears in a featured role in the Dane Clark-Geraldine Brooks starrer, "Embraceable You," due next Friday at Strand Theatre, was born in Rochester, New York. He was educated in the public schools there, and at the University of Rochester.

Rober first took to dramatics while in college, but so gradual was the crystallization of his determination to follow this calling, that he does not even

recall the decision which made him proceed. His career began professionally at the Lyceum Theatre in Rochester, followed by a seasoning period in stock in Toronto, Cape May, Concord, Newark and other spots.

On Broadway, Rober has appeared with Alfred Lunt and Lynn Fontanne, Eddie Cantor and Maurice Evans. He also appeared in the Broadway production of "Oklahoma," playing Judd, and later in the Chicago company of "Born Yesterday."

Douglas Kennedy Due
In 'Embraceable You'

Douglas Kennedy, rated as one of the Warner Bros.' most promising newcomers, appearing in "Embraceable You," due soon at the Strand Theatre, is owner of a rich baritone voice, and was signed as an actor when he visited a studio in search of a production job. He was in the Army for five years, rising from the rank of private in the Signal Corps to major in the Military Intelligence overseas.

Relax, 'Gerry'!

Geraldine Brooks, newly elevated star to Warner Bros.' banner, plays most of her role in the coming drama, "Embraceable You," either propped up in a hospital bed, or resting on down-filled cushions. In the story, she is the victim of a hit-run driver played by Dane Clark, and the ensuing action requires her to relax mostly.

Others importantly cast in the film are: S. Z. Sakall, Wallace Ford, Lina Romay, Douglas Kennedy, Richard Rober and Mary Stuart. Felix Jacoves directed the production.

Missed the 'Car'!

Dane Clark, star of Warner Bros.' melodramatic film, "Embraceable You," coming soon to the Strand Theatre, was wanted for the Broadway production of "A Streetcar Named Desire," but film commitments forced him to pass up the prize-winner.

NOW AT STRAND



ROMANCE follows the dramatic plot of Warner Bros.' fast-moving drama, "Embraceable You," with Dane Clark and Geraldine Brooks co-starred. Now showing at the Strand Theatre.

Still 698-30

Mat 698-2B

Identify Candid 'Embraceable' Twosomes

2 Ways to Work Photograph Stunt:

1) **NEWSPAPER:** Cooperating paper assigns roving candid photographer to take unposed shots of local twosomes at least two weeks before opening. Pictures snapped at random—on street, dance floor, in theatre entrance, restaurant, public vehicle. Newspaper runs photos week before opening — one-a-day or all together in one layout—encircling one or more pairs of "Embraceable" twosomes. Readers identify themselves at box-office and win guest seats to your show.

2) **LOBBY:** Invite amateur candid cameramen to snap as many candid of embraceable twosomes as they can—all such photos to be turned in at boxoffice no later than one week before opening. Post all photos on lobby board. Set up poll box nearby and invite patrons to vote for the most "Embraceable You Two-some." Best photos win prizes.

Window Campaign

FOR COMPLETE SET,

ORDER: "WINDOW STILLS NO. 698."



Still No. DC-187
Pipes



Still No. GB-Y
Household Equipment



Still No. GB-A72
Optician



Still No. DC-138
Men's Wear



Still No. GB-76
Bridal Shop



Still No. DC-188
Sporting Goods

FASHION MAT

Order: "Mat No. 698-101-X"

HOLLYWOOD
Dress Parade
by
GEORGIA COOPER



MONOTONE wool jersey blouse lends effective contrast to bold green-and-yellow plaid wool skirt worn here by Geraldine Brooks, pert star of Warner Bros.' "Embraceable You." Skirt has back flare, fringe trim at hemline. Simple blouse repeats key green of skirt.

PIC MAGAZINE COVER

Geraldine Brooks is on the cover of the September issue of Pic Magazine (out in mid-August) as Pic's pick for the "New Face of Motion Pictures for 1948." This means there is a ready tieup waiting with the Pic distributor in your area. See him about bannering his trucks, tack-carding and placing still blowups on his leading stands and booths.

LOBBY CONTEST IDEA

Set up display of stills (from your or newspaper M.P. Editor's files) from pictures, the titles of which come from popular songs. Idea for contest is to identify which is which; use a ballot box and table. List of films to work with:—

RHAPSODY IN BLUE THE MAN I LOVE
THIS IS THE ARMY YANKEE DOODLE DANDY
NIGHT AND DAY EMBRACEABLE YOU

FREE! RADIO RECORDS

SPOT ANNOUNCEMENTS—Single disc provides complete campaign—included are one-minute spot announcements and 15-second station breaks.

ALSO . . .

TWO STAR INTERVIEWS—five-minutes each with Dane Clark and Geraldine Brooks—available singly or as set of 2 records. (All records allow for live announcement.)

ASK FOR:

- 1) "Embraceable You Spot-Announcement Records"
 - 2) "Embraceable You Star Interview Records"
- (specify one or both).

ORDER all 3 records direct from Warner Bros. Campaign Plan Editor, 321 W. 44th St., New York 18.

DANE CLARK FAN CLUBS

Dane Clark is going great with the fans and their clubs. (See cut). Send out call via your M.P. Editor for "What Five Questions Do You Want To Ask Dane Clark in an Interview?"

Ye Campaign Plan Editor will help you get your answers when you are ready.



ORDER STILL NO. DC PUB A-37

NOTE: All exploitation mats and stills are available direct from National Screen.

WHO SAID NEW YORK IS HEARTLESS ?

Here's a big story of the Big Town—just the way it happened ... and just the warm and wonderful way you'd want it to happen!



DANE GERALDINE
CLARK · BROOKS

ONLY IN THE CITY OF DREAMS COULD
A DREAM LIKE THEIRS COME TRUE!

**“EMBRACEABLE
YOU”**

WARNER BROS! NEW HIT



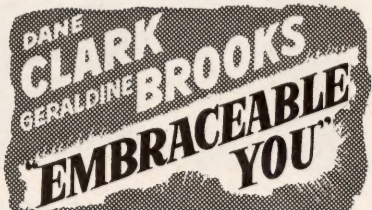
with **S. Z. SAKALL · WALLACE FORD · LINA ROMAY** directed by **FELIX JACOVES**
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 303
3 cols. x 11¼ in.
471 lines

2-col. size
of this ad
on page 6.

BOTH ADS ON ONE MAT

ORDER MAT 101



WARNER BROS! NEW HIT with S. Z. SAKALL · WALLACE FORD · LINA ROMAY
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by FELIX JACOVES

1 col. x 1 3/8 inches (19 lines)



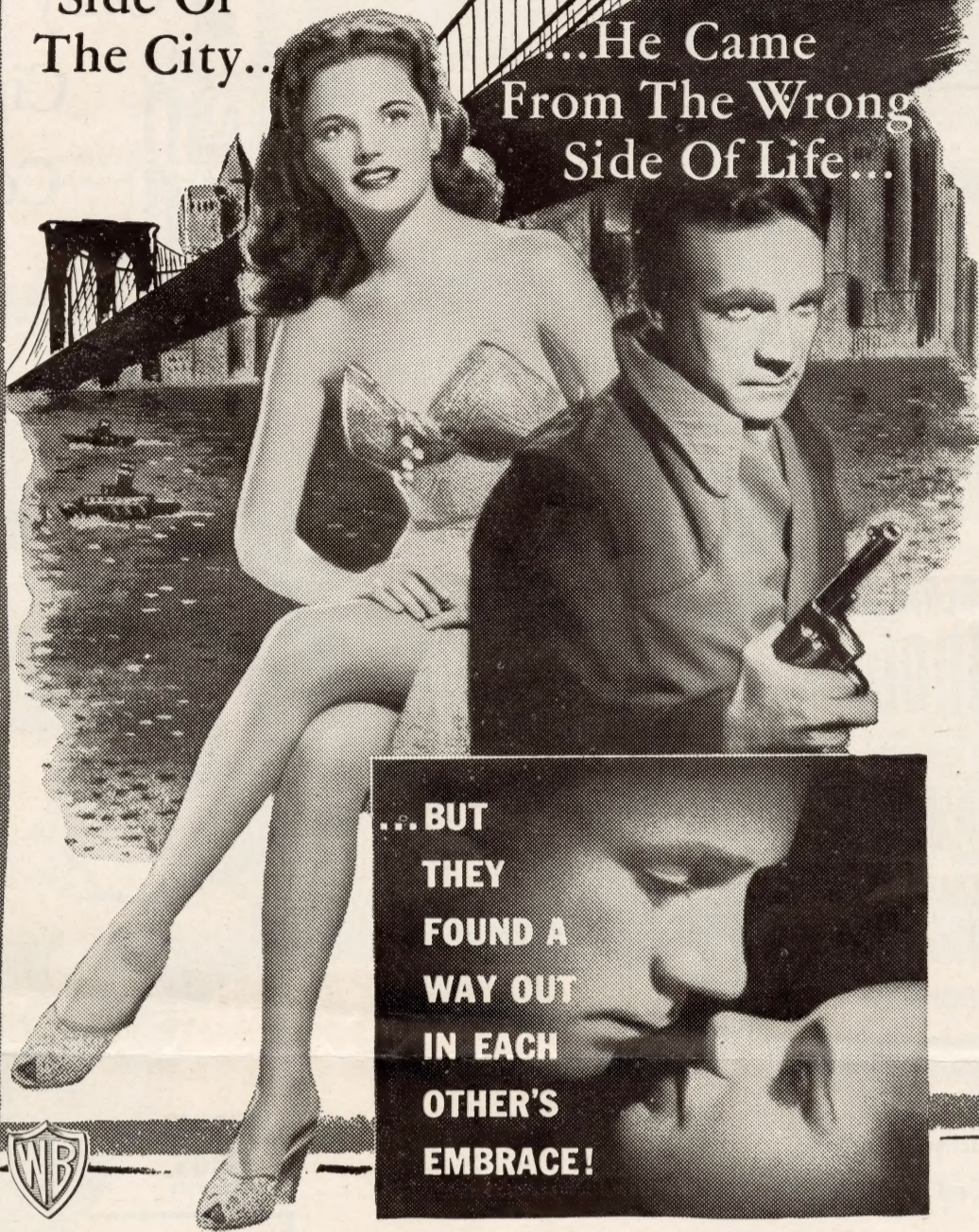
WARNER BROS! NEW HIT

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by FELIX JACOVES

1 col. x 2 3/8 inches (33 lines)

She Came
From The Wrong
Side Of
The City..

...He Came
From The Wrong
Side Of Life...



... BUT
THEY
FOUND A
WAY OUT
IN EACH
OTHER'S
EMBRACE!



WARNER
BROS.
PRESENT

DANE CLARK  GERALDINE BROOKS

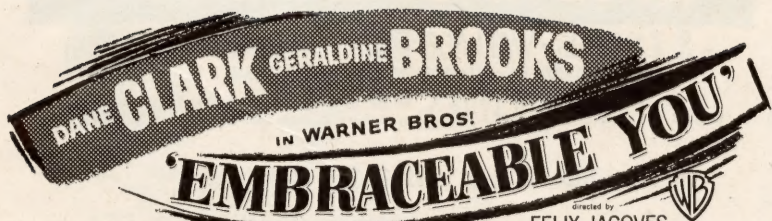
IN A LOVE STORY OUT OF THE NIGHT-SHADOWS OF NEW YORK

"EMBRACEABLE YOU"

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY · DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART

directed by FELIX JACOVES Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 302—3 cols. x 10 1/8 inches (426 lines)



S. Z. SAKALL · WALLACE FORD · LINA ROMAY · DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by FELIX JACOVES Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 201—2 cols. x 1 3/8 inches (38 lines)

A LOVE-STORY OUT OF THE NIGHT-SHADOWS OF NEW YORK!

DANE
CLARK
GERALDINE
BROOKS
IN WARNER BROS.
NEW HIT!

EMBRACEABLE YOU

S. Z. SAKALL · WALLACE FORD · LINA ROMAY · DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by FELIX JACOVES Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block



Mat 202—2 cols. x 2 1/2 inches (70 lines)

WHO SAID NEW YORK IS HEARTLESS?

Here's a big story of the Big Town—just the way it happened... and just the warm and wonderful way you'd want it to happen!

DANE CLARK · GERALDINE BROOKS

ONLY IN THE CITY OF DREAMS COULD A DREAM LIKE THEIRS COME TRUE!

"EMBRACEABLE YOU"

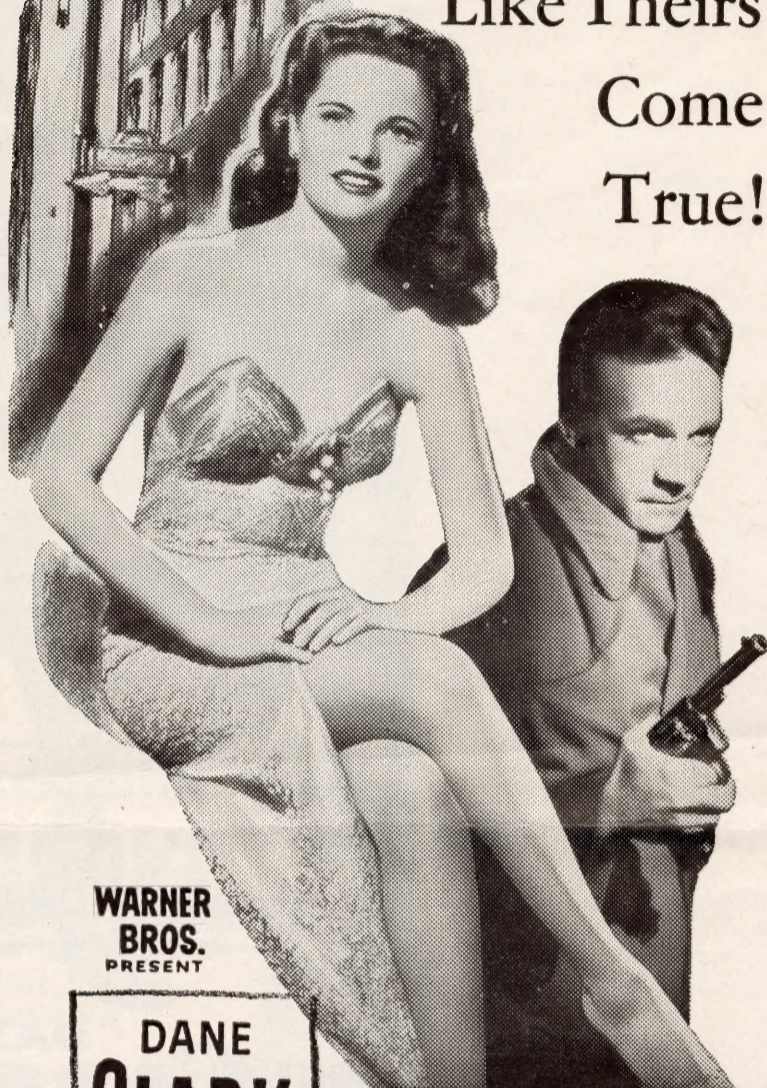
WARNER BROS.' NEW HIT

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY directed by FELIX JACOVES
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 204—2 cols. x 7½ inches (208 lines)

Three-col. size of this ad on page 4.

Only in New York,
City of Dreams,
Could a Dream
Like Theirs
Come
True!



WARNER BROS. PRESENT

**DANE CLARK
GERALDINE BROOKS**

TWO PEOPLE WHO DIDN'T BELONG IN EACH OTHER'S LIVES, BUT FOUND THEMSELVES IN EACH OTHER'S EMBRACE!

"EMBRACEABLE YOU"

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by FELIX JACOVES Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block



Mat 205—2 cols. x 12 inches (336 lines)

THEY MEET VIOLENTLY... IN A CITY FEARED FOR ITS VIOLENCE!

THEY LOVE DARINGLY... IN A CITY FAMED FOR ITS DARING!

**DANE CLARK
GERALDINE BROOKS**
An exciting new team in a new WARNER BROS. hit!

EMBRACEABLE YOU
A LOVE STORY OUT OF THE NIGHT SHADOWS OF NEW YORK

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY directed by FELIX JACOVES
DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 203—2 cols. x 4¾ inches (130 lines)

Three-col. size of this ad on next page.

AD ART

Retouched ad art used in this campaign available as 8 by 10 stills. Order from National Screen Service.

THEY MEET VIOLENTLY... IN A CITY FEARED FOR ITS VIOLENCE!

THEY LOVE DARINGLY... IN A CITY FAMED FOR ITS DARING!

DANE CLARK
GERALDINE BROOKS

Excitingly star-teamed in the new
WARNER BROS. triumph!

EMBRACEABLE YOU
A LOVE STORY OUT OF THE NIGHT-SHADOWS OF NEW YORK

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by **FELIX JACOVES** Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block



Mat 301—3 cols. x 7 inches (294 lines)

Two-col. size of this ad on preceding page.

They found the right kind of love IN THE WRONG SIDE OF THE CITY!

DANE CLARK
GERALDINE BROOKS

IN **WARNER BROS.**

EMBRACEABLE YOU

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
directed by **FELIX JACOVES** Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 103

1 col. x 8 5/8 inches (122 lines)

Official Billing

WARNER BROS.	50%
Pictures presents	5%
DANE CLARK - GERALDINE BROOKS	100%
in	
"EMBRACEABLE YOU"	100%
with	
S. Z. SAKALL — WALLACE FORD	
LINA ROMAY	20%
DOUGLAS KENNEDY — RICHARD ROBER	
MARY STUART	10%
Directed by Felix Jacoves	25%
Screen Play by Edna Anhalt	3%
From a Story by	2%
Dietrich V. Hanneken and Aleck Block	
Produced by Saul Elkins	25%
(Los Angeles theatre advertising only)	
A Warner Bros.	5%
First National Picture	2%

delete also copy

A LOVE STORY OUT OF THE NIGHT-SHADOWS OF NEW YORK!

DANE CLARK
GERALDINE BROOKS

IN **WARNER BROS.**

EMBRACEABLE YOU

directed by **FELIX JACOVES**

with S. Z. SAKALL · WALLACE FORD · LINA ROMAY DOUGLAS KENNEDY · RICHARD ROBER · MARY STUART
Screen Play by Edna Anhalt from a Story by Dietrich V. Hanneken and Aleck Block

Mat 102

1 col. x 5 3/4 inches (81 lines)

ACCESSORIES AND POSTERS

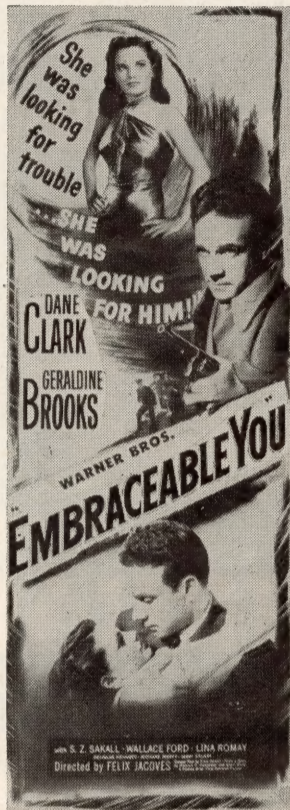


ONE-SHEET



COLORED 11 x 14's
(Set of 8)

See Six-Sheet
On Front Cover!



INSERT

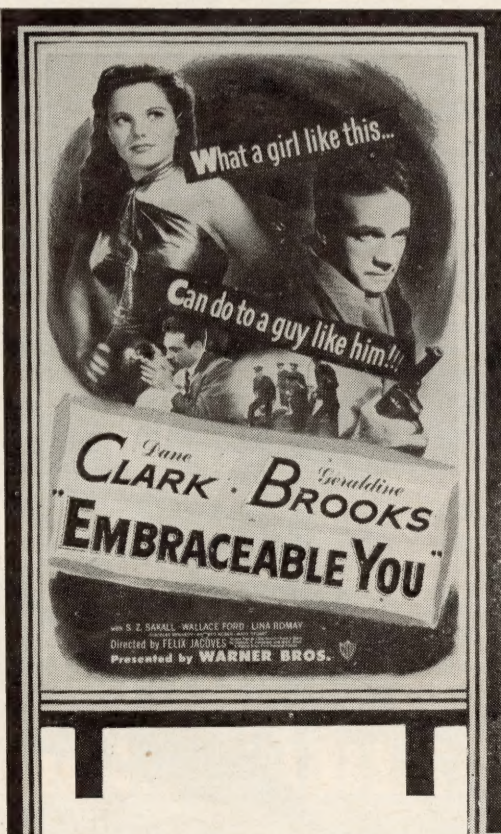


THREE-SHEET



COLORED 22 x 28

Order All
Accessories
and Posters from
National Screen
Service
Exchanges



40 x 60



SLIDE

Book Vitaphone Shorts

"A NATION ON SKIS" . . . Norway, where the mountain terrain makes skiing a necessity as well as the national pastime is the locale of this exciting short subject. 4503 . . . Technicolor Sports Parade—10 min.

"A DAY AT THE FAIR" . . . With appeal for farm folks and city slickers alike, the 2-reeler is a graphic tour of the Iowa State Fair. Cattle and horse shows, harness racing and other gay activities. 4006 . . . Technicolor Special—20 min.

"JOE REICHMAN AND HIS ORCHESTRA" . . . Joe Reichman, master of the keyboard, and his orchestra execute delightful renditions of such songs as "Night and Day" and "Moonlight Sonata." 4608 . . . Melody Master Band—10 min.

"HAREDEVIL HARE" . . . Bugs Bunny, the all-time laugh champion, takes a rocket to the moon where he encounters a clever little Martian character and a not too clever Martian dog. 3726 . . . Bugs Bunny Special—7 min.

"PLAYTIME IN RIO" . . . Romantic Rio de Janeiro, play-time city of the Latin Americas, is the setting for this Technicolor short. 4511 . . . Technicolor Sports Parade—10 min.

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA
HISTORY
DIGITAL LIBRARY 

www.mediahistoryproject.org